

Recreation Demand



Data Sources

- National Survey on Recreation and the Environment (NSRE). An Interagency National Survey Consortium, Coordinated by the USDA Forest Service, Recreation, Wilderness, and Demographics Trends Research Group, Athens, GA and the Human Dimensions Research Laboratory, University of Tennessee, Knoxville, TN.
- Outdoor Foundation: The Outdoor Foundation focuses its efforts on three core areas: ground-breaking research, youth empowerment and broad-based outreach and education

WISCONSIN OUTDOOR RECREATION DEMAND

A REPORT BASED UPON SURVEY WORK CONDUCTED
BY THE OUTDOOR RECREATION AND
WILDERNESS ASSESSMENT GROUP, SOUTHERN RESEARCH
STATION, USDA FOREST SERVICE, ATHENS, GEORGIA

March, 2011

Wisconsin Department of Natural Resources, Bureau of Parks and Recreation



Outdoor Recreation Participation Report

*A look at trends in American
participation in outdoor recreation with
a focus on youth, diversity and the future
of the outdoors.*



2010

74 Different Recreation Uses collected in Wisconsin from 2005-2009



Sample size = 718

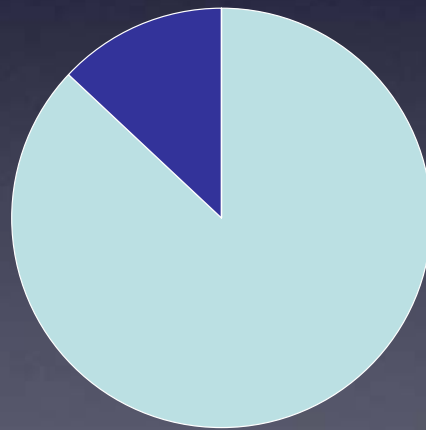


Demographic Snapshot

*Who is the Average Outdoor
Wisconsin Recreationist?*



87.7 percent of Wisconsin residents participated in outdoor recreation



50.7 percent of outdoor participants are female



53.4 percent are over the age of 45



73.1 percent are metro area residents

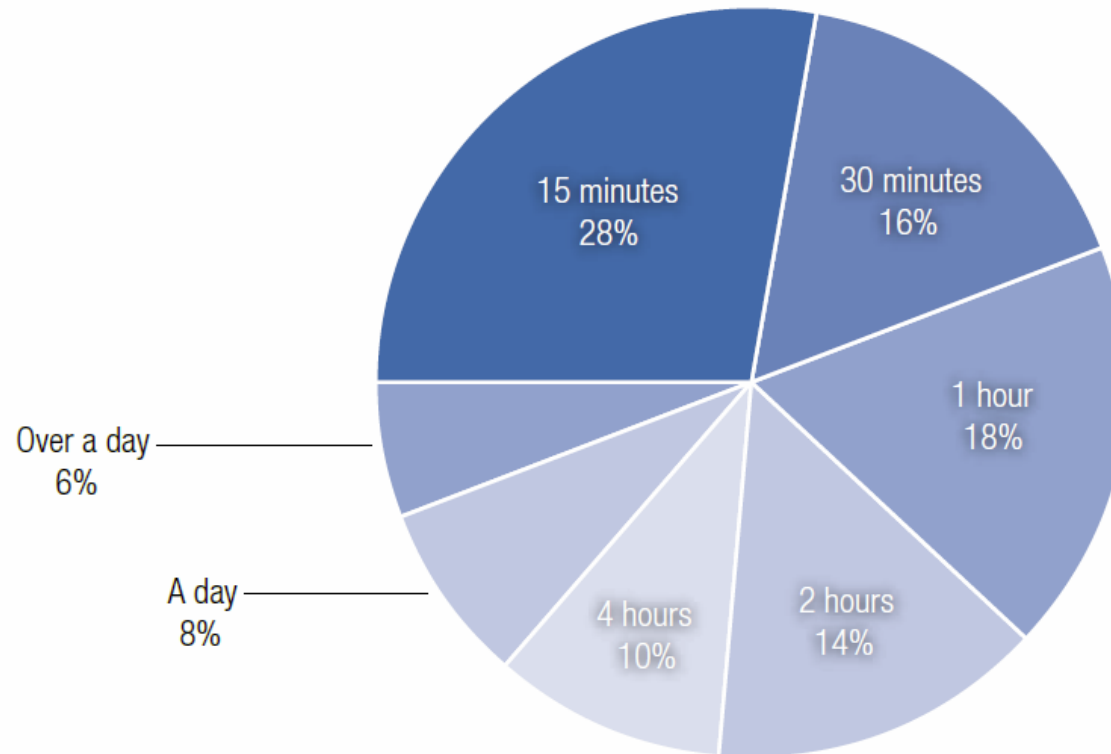


62 percent of outdoor participants travel one hour or less to participate in outdoor recreation.

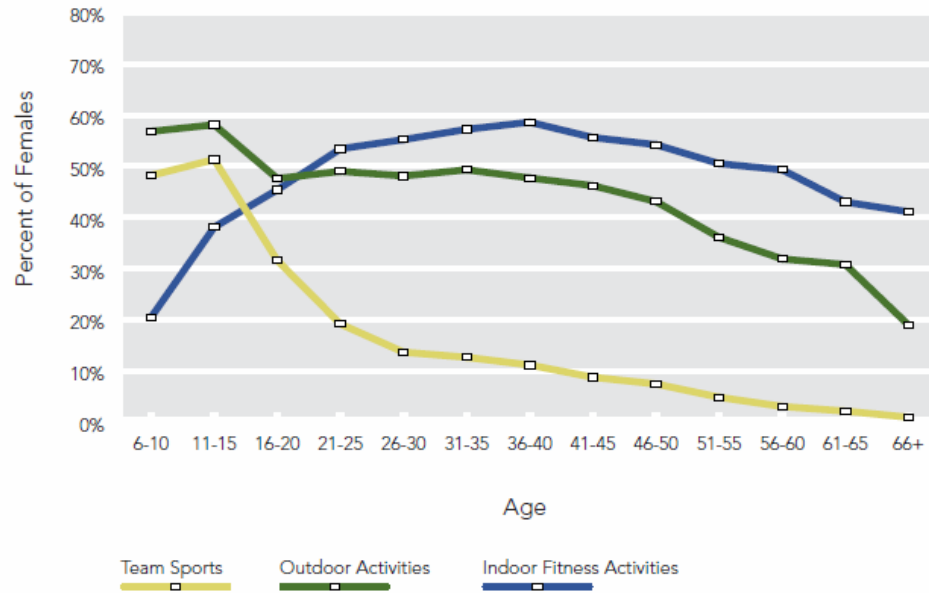


Time Traveled from Home

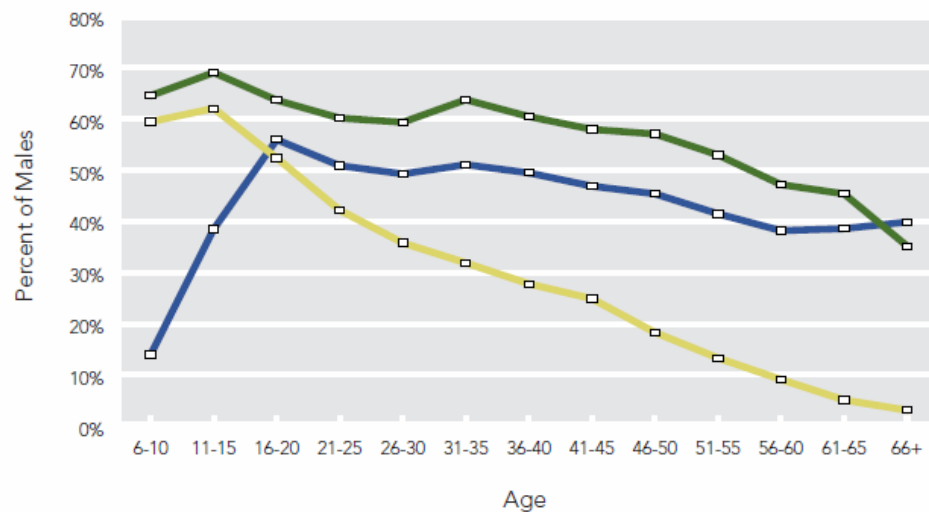
Time Participants Traveled from Home on Their Last In-Season Outdoor Outing
All Americans, Ages 6 and Older



Life Cycle of Participation, Females Ages 6 and Older



Life Cycle of Participation, Males Ages 6 and Older



Participation Snapshot

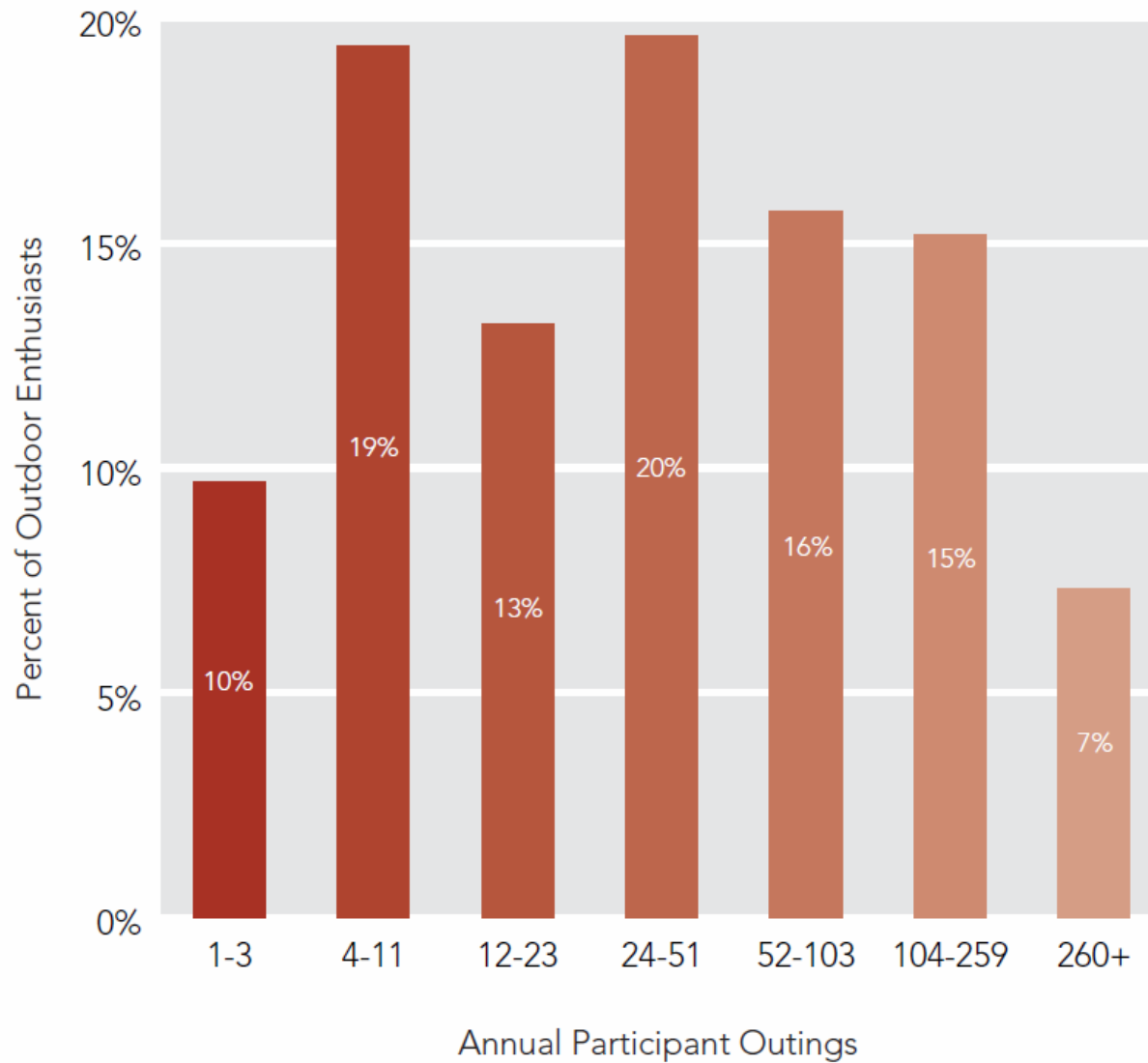


Top 10 Outdoor Recreation Activities 2005 - 2009

Activity	%
Walk for pleasure	87.7
Gardening or landscaping for pleasure	65.4
View/photograph natural scenery	65.3
Attend outdoor sports events	65.0
Family gathering outside	63.5
Visit nature centers, etc.	63.5
View/photograph other wildlife	57.9
Driving for pleasure	52.8
View/photograph wildflowers, trees, etc	52.4
Sightseeing	50.6

Annual Outings per Outdoor Enthusiast

All Americans, Ages 6 and Older



6 Categories

- *Nature Based Land Activities*
- *Developed Setting Activities*
- *Water Based Activities*
- *Snow and Ice Based Activities*
- *Viewing / Learning Activities*
- *Outdoor Sports Activities*

NATURE-BASED LAND ACTIVITIES

Activity	Percent participating	Number of participants (1,000s)
Day hiking	36.7	1,652
Visit a wilderness or primitive area	33.7	1,517
Mountain biking	30.7	1,382
Developed camping	25.4	1,143
Hunting (any type)	22.2	999
Off-highway vehicle driving	19.8	891

Day Hiker

- 59% Female
- Four Year College Degree
- Annual income > \$50,000
- Metro Resident

Off Highway Vehicle Driving

- 53% Male
- Two Year College Degree
- Annual income < \$50,000
- Metro Resident

Hispanic Trends

Wisconsin experienced a modest population growth of 6% over the last decade that was driven largely by a 74% increase in the Hispanic population, according to U.S. Census Bureau figures.....

Top Hispanic Outdoor Recreation Activities 2005 - 2009

- **Snowmobiling**
- **Mountain Biking**
- **Snowboarding**
- **Handball**
- **Visit Historic Sites**

Trends Snapshot



Increases in Outdoor Participation 1994-2009

%

Handball, etc. outdoors	993.3
Soccer outdoors	715.2
Kayaking	604.7
Surfing	332.0
Football	201.7
Horseback riding	179.9
Rock climbing	130.6
Use personal watercraft	122.7
Golf	111.8
Snowboarding	111.6

Increases in Outdoor Participation 2005-2009

	%
Golf	41.8
Soccer outdoors	32.4
Handball, etc. outdoors	23.5
Football	18.9
Horseback riding	8.7
Kayaking	7.3
Use personal watercraft	6.5
Snowboarding	3.7
Mountain climbing	2.7
Surfing	1

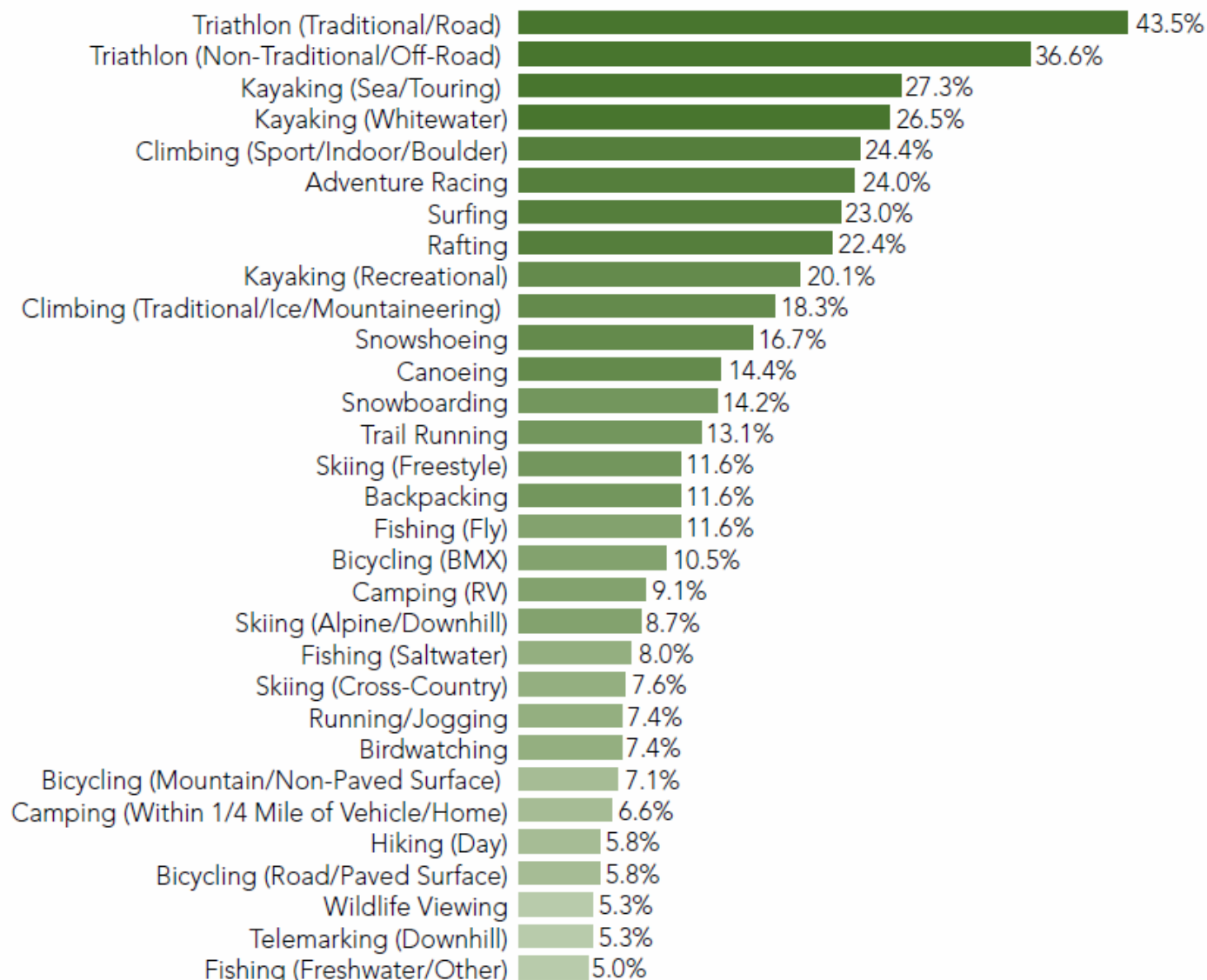
Decreases in Outdoor Participation 1994-2009

%

Swimming in an outdoor pool	-7.6
Windsurfing	-8.0
Primitive camping	-10.1
Horseback riding on trails	-12.1
Downhill skiing	-20.7
Snowshoeing	-26.1
Caving	-28.9
Softball	-42.9
Baseball	-59.5
Inline skating	-86.4

Percentage of First-Time Participants in 2009

All Americans, Ages 6 and Older



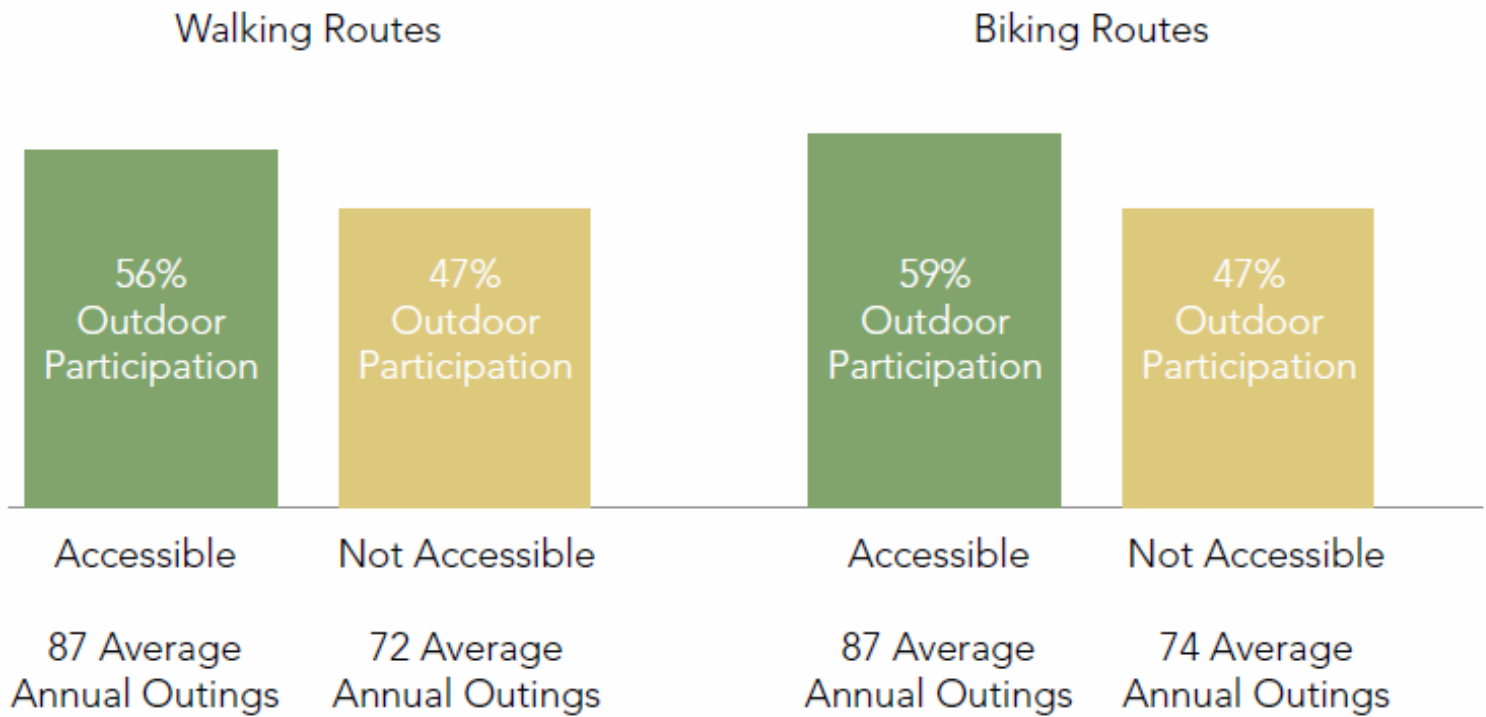
Why did you decide to participate in an outdoor activity for the first time this year?

	Ages 6–24	Ages 25+
<i>My friends and/or family participate in outdoor activities.</i>	53.9%	34.9%
<i>I wanted to try something new.</i>	36.7%	39.0%
<i>Outdoor activities help me stay fit and healthy.</i>	25.2%	38.8%
<i>Outdoor activities bring my family together and strengthen family ties.</i>	23.2%	23.1%
<i>Exercising outdoors is more fun/motivating than exercise indoors</i>	22.4%	30.3%
<i>Outdoor activities are affordable.</i>	17.2%	26.7%
<i>Outdoor activities are close to my home.</i>	14.8%	21.0%
<i>I was introduced to outdoor activities at school.</i>	13.8%	3.2%
<i>Outdoor activities help me relax and manage stress.</i>	11.4%	30.5%
<i>Outdoor activities give me a chance to get back to nature.</i>	11.3%	24.6%
<i>I took a class or community program.</i>	8.2%	2.1%
<i>My kids are the right age now.</i>	7.9%	17.2%
<i>I was pressured by others.</i>	4.7%	7.3%
<i>I saw an article, show or video.</i>	2.0%	2.8%

Connection to Other SCORP Elements

Participation Rate in Outdoor Recreation With and Without Nearby, Accessible Walking and Biking Routes

All Americans, Ages 6 and Older



Based on 2008 data.